Amendments to the Claims

Please amend claim 12 as shown below.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

Claim 1. (Original) A method for providing a search result list, the method comprising:

receiving a search request from a searcher;

in a database of search listings, each search listing being associated with an advertiser and including at least one search term and a bid amount modifiably bid by the advertiser, identifying search listings having search terms generating a match with the search request;

selecting according to bid amount no more than a predetermined number of identified search listings for display to the searcher;

arranging the identified search listings for display in a random order as the search result list; and

communicating the search result list to the searcher.

Claim 2. (Original) The method of claim 1 further comprising:

changing the random order upon subsequent receipt of the search request.

Claim 3. (Original) The method of claim 2 further comprising:

changing the random order periodically

Claim 4. (Original) The method of claim 1 further comprising:

detecting a change in content of the identified search listings for display; and

in response, changing the random order.

Claim 5. (Original) The method of claim 1 further comprising:

detecting an increased bid amount of a search listing among the identified
search listings for display; and

in response, changing the random order.

Claim 6. (Original) The method of claim 1 further comprising:

applying an algorithm to the probability of displaying a respective search
listing of the identified search listings in a particular location in the
search result list to reduce the randomness of the ordering of the
search result list.

Claim 7. (Original) A method for providing a search result list, the method
comprising:

receiving a search request from a searcher;

in a database of search listings, each search listing being associated with an
advertiser and including at least one search term and a bid amount
modifiably bid by the advertiser, identifying search listings having
search terms generating a match with the search request;

selecting according to bid amount no more than a predetermined number of
identified search listings for display to the searcher;

arranging as the search result list the identified search listings for display in a
random order weighted according to the bid amount associated with
each respective identified search listing; and

communicating the search result list to the searcher.

Claim 8. (Original) The method of claim 7 further comprising:

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selecting a first respective search listing for a first-displayed location in the
search result list according to a bid amount-weighted random drawing,
leaving remaining search listings; and

repetitively selecting a next respective search listing for a next-
displayed location in the search result list according to a bid amount-
weighted random drawing among the remaining search listings until the
search result list is fully populated.

Claim 9. (Original) The method of claim 7, wherein the identified search
listings are arranged in the search result list in a random order weighed
by bid amount associated with each respective identified search listing,
the influence of bid amount being controlled by one or more
predetermined parameters.

Claim 10. (Original) A method for providing a search result list, the method
comprising:

receiving a search request from a searcher;

in a database of search listings, each search listing being associated with an
advertiser and including at least one search term and a bid amount
modifiably bid by the advertiser, identifying search listings having
search terms generating a match with the search request;

selecting according to bid amount no more than a predetermined number of
identified search listings for display to the searcher;

arranging as the search result list the identified search listings for display in a
random order weighted according to the bid rank associated with each
respective identified search listing; and

communicating the search result list to the searcher.

Claim 11. (Original) The method of claim 10 further comprising:

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selecting a first respective search listing for a first-displayed location in the
search result list according to a bid rank-weighted random drawing,
leaving remaining search listings; and

repetitively selecting a next respective search listing for a next-
displayed location in the search result list according to a bid rank-
weighted random drawing among the remaining search listings until the
search result list is fully populated.

Claim 12. (Currently Amended) The method of claim 10, wherein the
identified search listings are arranged in the search result list in a
random order ~~weighed~~ weighted by bid rank associated with each
respective identified search listing, the influence of bid rank being
controlled by one or more predetermined parameters.

Claim 13. (Original) A method for providing a search result list, the method
comprising:

receiving a search request from a searcher;

in a database of search listings, each search listing being associated with an
advertiser and including at least one search term and a bid amount
modifiably bid by the advertiser, identifying search listings having
search terms generating a match with the search request;

selecting according to bid amount a variable number of identified search
listings for display to the searcher, the number of selected identified
search listings being a function of the bid amounts for the identified
search listings;

arranging the identified search listings for display as the search result list; and

communicating the search result list to the searcher.